



North Wales Photographic Association CYMDEITHAS FFOTOGRAFFIG GOGLED CYMRU

Currently news, event notices & other relevant topics are communicated from the NWPA throughout the Association via four channels, namely, the Website; Facebook; Newsletter & email to the individual Affiliated Club's Delegate and Secretary. The website relies on people actively interrogating the website. Only 25% of the potential membership are subscribed to the Facebook page. All four of these voluntary & devoted channel "editors" strive to promote and gather information and disseminate it in the hope that it will reach you the individual affiliated club member. The appearance and format of the communication varies and does not always convey the intended message with the excitement, passion and motivation that would stimulate the reader.

We are looking for a 'Publicity Officer' to consolidate our communications – can you help?

Publicity Officer for the NWPA

Overview

The Publicity Officer plays a pivotal role in promoting the activities, events, and objectives of the NWPA to its affiliated membership. This position calls for an individual who possesses a passion for photography, good communication skills, and ideally a strong command of modern publicity methods. By generating awareness and engagement, the Publicity Officer ensures that the NWPA's offerings resonate with both members and the wider public.

Key Responsibilities

1. Strategic Planning and Campaign Development

- Create and implement publicity strategies that align with the NWPA's goals and vision.
- Identify key audiences and tailor promotional efforts to effectively reach these groups.
- Collaborate with others to ensure campaigns align with NWPA priorities and upcoming events.

2. Content Creation

- Develop engaging content for various platforms, including press releases, newsletters, social media posts, and website updates.

- Showcase the work of photographers within the NWPA to highlight their talent and inspire others.
- Ensure all content adheres to the NWPA's tone and branding guidelines.

3. Media and Public Relations

- Potential development to build and maintain relationships with local media outlets.

4. Social Media and Online Engagement

- Manage social media accounts, ensuring consistent and vibrant activity across various platforms.
- Track and analyse engagement metrics to fine-tune strategies and maximise reach.
- Create and schedule posts to publicise NWPA events, member achievements, and photography tips.

5. Event Promotion

- Develop promotional campaigns for exhibitions, events, lectures, and contests.
- Ensure events are publicised through multiple channels, including social media, print media, and community networks.
- Work closely with event organisers to understand the logistics and highlight key features of each event.

6. Community Outreach

- Partner with schools, colleges, and community groups to promote photography and NWPA activities.
- Actively seek opportunities to participate in local cultural or artistic events to raise visibility.
- Engage with current and potential members to understand their interests and tailor promotional efforts accordingly.

Conclusion

The Publicity Officer position is an exciting opportunity to combine creativity, communication, and a love for photography to make a meaningful impact. The role offers the chance to shape how the NWPA is perceived, attract new audiences, and celebrate the art of photography in all its forms.

Interested? Please email our General Secretary Jason Wharam email: wharamj@gmail.com by Friday 27th June.